Alex Mathers Illustration

Hello!

I'm a digital illustrator with a geography degree, specialising in crisp maps and isometric landscapes.

I am interested in helping your business connect with your audience effectively.

What's the problem?

Many companies struggle in their marketing to make the emotional connection they need with their audience to increase brand-loyalty, user engagement, and ultimately more sales.

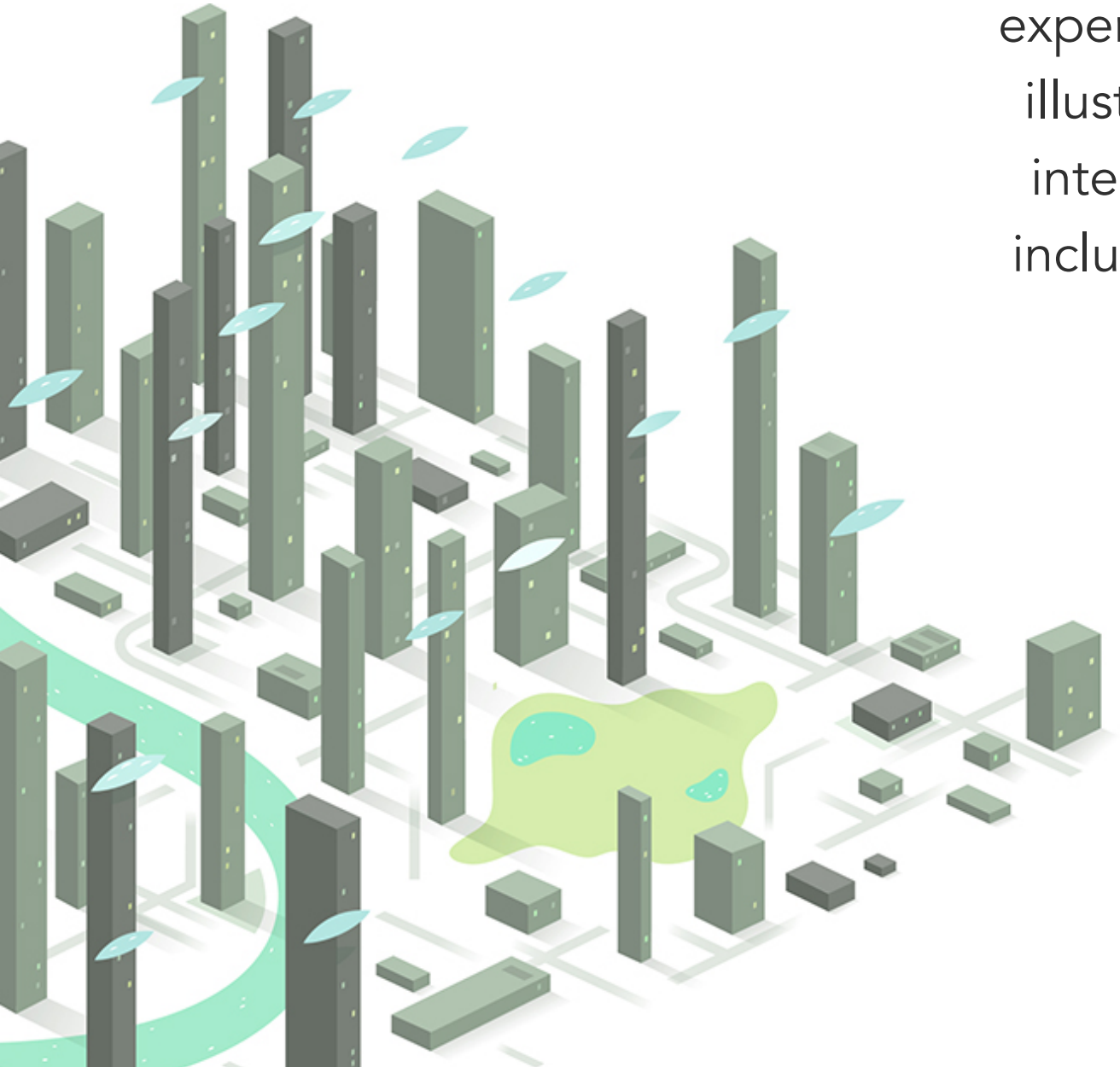
I believe skilled illustration can help create a stronger, more memorable brand and encourage a more engaged, loyal audience.

You are reading this booklet because I believe that yours is the kind of company I'd love to help through benefitting from quality illustration work.

This is coupled with my understanding of what makes people tick and fall in love with a brand.

Here are eight reasons to talk to me further about working together…

1. I'm experienced



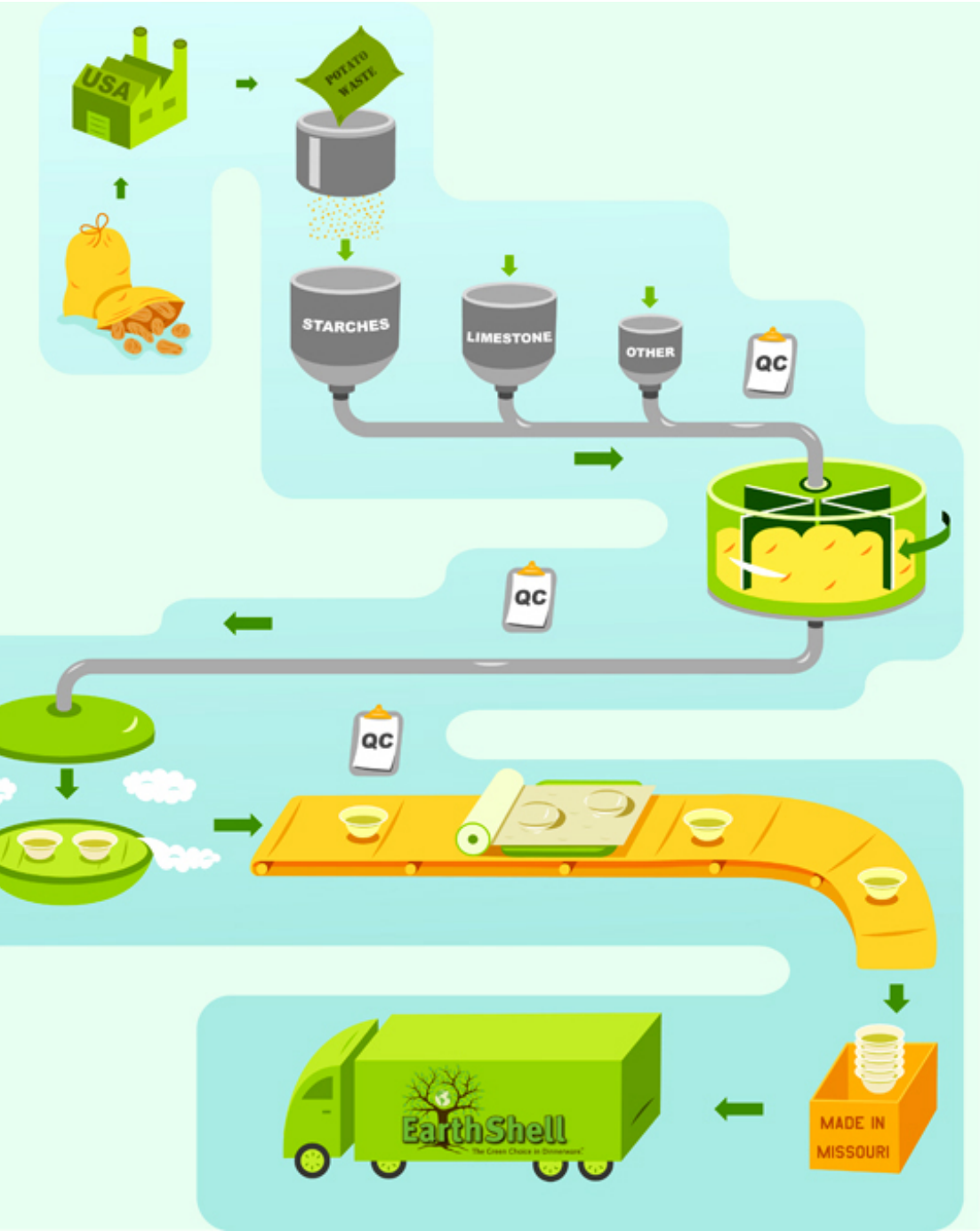
I have over eight years experience working as an illustrator for a variety of international companies including the BBC, Mars, Google, Saatchi & Saatchi and The Washington Post.

“Alex is wonderful. As well as being a talented illustrator and graphic designer, he's able to understand the business context of the brief and is utterly reliable when it comes to deadlines and delivery. I can't recommend Alex enough.”

Nick Portet, Managing Director, Team Spirit Brand, working on Barclays project

2. My illustrations help engage prospects

Fun and intriguing illustrations will get noticed and they will help create an emotional connection, tying your prospects and audience to your brand and your products.



3. My illustrations are accurate

Despite being whimsical and colourful, my work's clear nature means that it can become quite detailed and technical, if it is required to be.

This means that anything complex that needs clarification is ideally suited to my work or diagrams.

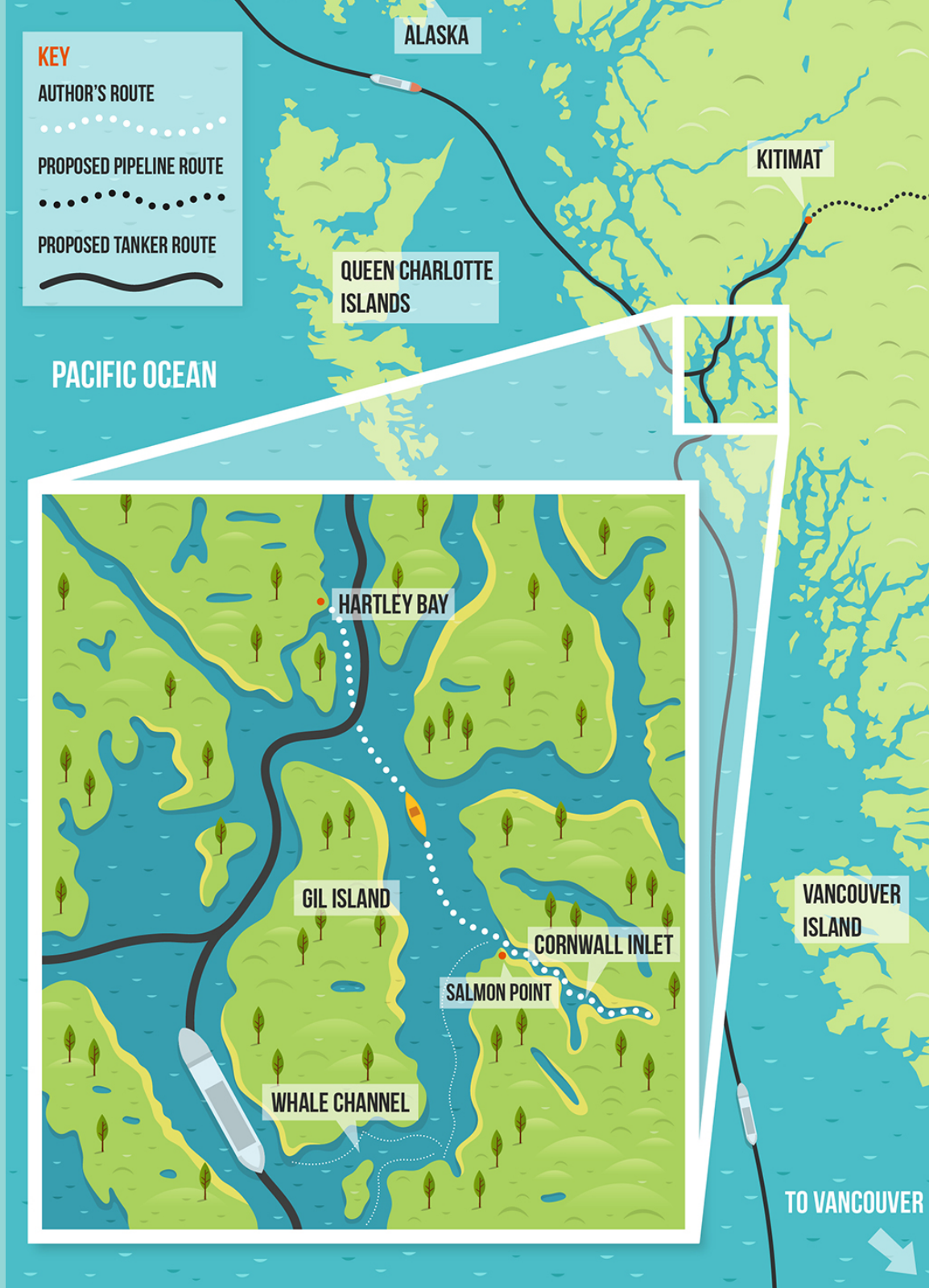
4. I’m a marketing expert

I can incorporate this knowledge into the work process, so that the work is as effective as it can be.

I’m also knowledgable on social media and other online marketing, and can help with any queries you might have on this front so that you build a larger following online and engage your audience better.

"I would definitely hire Alex again for a branding or + ID project, especially one specifically geared towards the iconic style, as he has a tremendous eye. He can distill complex ideas down to fun, easy-to-understand, memorable and beautiful graphics. Go Team Alex!"

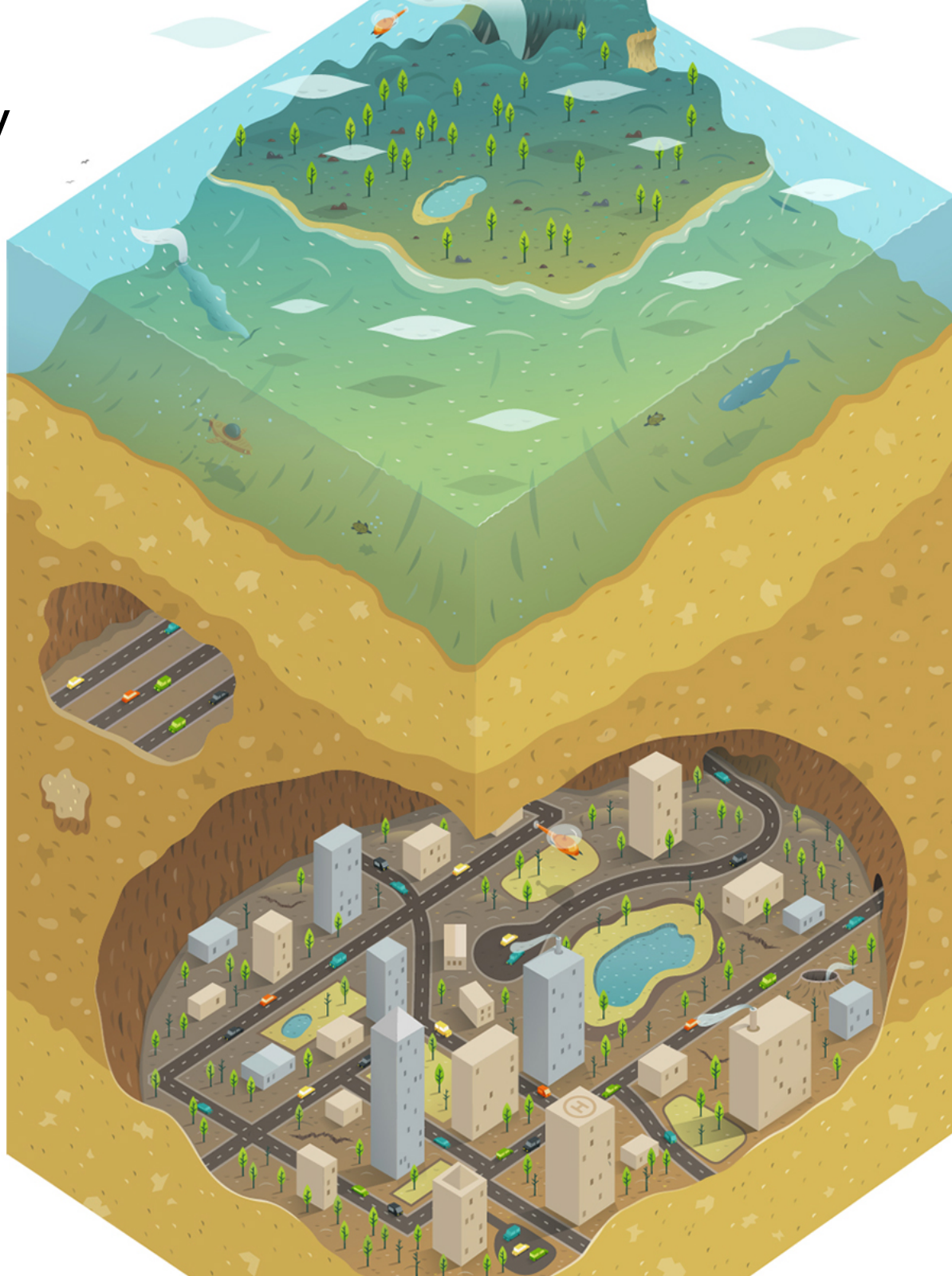
Marie Finnern, President at Mariqua Design



5. I will bring originality to your brand

My artwork is in demand and appealing to a wide audience.

But at the same time, it helps you stand out in its uniqueness.



'Volcanic Secret' - Portfolio piece, 2012

6. I am good at ideas

I will help if required to plan a new project and build a finished solution that reaches your goals, that you will be proud of.

7. I'm fast

My style and digital work process means I can be relatively fast to bring a project from brief to completion.

Everything is handled digitally, and it is extremely simple to duplicate and handle different file types, that you can choose to edit.

"The design services Alex provided were managed professionally in a timely manner. Responsive to all changes and the results were exceptional. I would hire Alex again."

John Binns, CEO, International Reptile Conservation Fund

8. I charge reasonably and simply

All fees like rights and revisions are included. The contractual and payment process is always as minimal and painless as it can be.

Thank You

Talk to Alex

Me speaking at DXSaigon, Ho Chi Minh City, 2014

If you are interesting in talking further with me about how I can help your business, contact me through this link.

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